

Message Text

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FM AMEMBASSY TAIPEI

TO USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: PRELIMINARY REPORT FOR IN-STORE PROMOTION: FAR EASTERN
DEPARTMENT STORE, LTD.

1. THE FAR EASTERN DEPARTMENT STORE, LTD. (FEDS) OPENED ITS IN-STORE PROMOTION OF AMERICAN PRODUCT IN TAINAN ON JULY 1, IN CELEBRATION OF THE AMERICAN BICENTENNIAL. THE CEREMONY WAS PRESIDED OVER BY BOTH REPRESENTATIVES OF THE AMERICAN EMBASSY AND FEDS. IN ADDITION, A PRE-OPENING RECEPTION WAS HELD ON JUNE 30 AT USIS TAINAN, HOSTED BY ECONOCOUNS KYLE. EACH OF THE TWO EVENTS HAD OVER ONE HUNDRED ATTENDEES FROM AMONG LOCAL DIGNITARIES AND BUSINESS LEADERS IN TAINAN AREA.

2. FIRST WEEK'S RESULTS OF THE PROMOTION REGISTERED 242,000 VISITORS (ALMOST HALF OF TAINAN CITY'S POPULATION) AND US\$51,000 WORTH OF PRODUCTS SOLD. THESE FIGURES ARE CONSIDERED EXCEPTIONALLY GOOD BECAUSE DURING THE FIRST WEEK OF SHOW, TAINAN WAS FLOODED BY HEAVY RAINFALL CAUSED BY TYPHOON. ALSO, AN AMERICAN SQUARE DANCE GROUP PERFORMED AT TAINAN STORE ON JULY 10-11 AND ATTRACTED MUCH INTEREST AND ATTENDANCE. THE SAME GROUP WILL PERFORM SIMILAR EXHIBITIONS AT OTHER FAR EASTERN'S STORES IN KAOHSIUNG, TAICHUNG AND TAIPEI.

3. IT SHOULD BE NOTED MOST OF THE EXHIBIT GOODS CAME FROM LOCAL STOCKS BECAUSE MANY OF THE NEWLY-ORDERED ITEMS HAVE NOT ARRIVED FROM U.S. IT IS EXPECTED THAT THE NEW GOODS WILL BE EXHIBITED AT OTHER THREE FAR
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EASTERN'S STORES. THE BEST SELLING PRODUCTS INCLUDE

KITCHEN UTENSILS, BED SHEETS, LINENS, SOAPS, PIPES,
GLASSWARE, CERAMIC WARE, GARDENING TOOLS, INFANT ITEMS
AND FOODSTUFFS. GOOD SALES RESULTED FROM THE FACT
THAT FEDS HAD MANY INEXPENSIVE ITEMS WHICH WERE
COMPETITIVELY-PRICED WITH LOCALLY MADE PRODUCTS.

4. BOTH FAR EASTERN AND EMBASSY ARE SATISFIED WITH
RESULTS ACHIEVED THUS FAR.
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